**U.S. Army Research Institute
for the Behavioral and Social Sciences**

Research Report 1766

Developing an Army Market Research Index in Support of Army Recruiting

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A strong economy in recent years has increased the challenge that Army recruiters face in obtaining sufficient enlistees to meet force requirements. In order to continue to meet recruiting goals, the Army must understand youth perceptions and how youth make decisions about whether to join the Army. Generating appropriate market research for the Army requires first cataloguing the existing market research databases and identifying the critical questions that are not answered by current research. This effort identified existing databases that have information about youth and parent attitudes and developed a searchable electronic catalogue of these databases.

For each of 64 databases identified, researchers acquired information such as the sample size, demographics of the subject population, the type of variables in the research, frequency of data collection, cost of obtaining the data, and point of contact information. An index was created that can be searched either using 17 relevant search categories or by a user-defined key word search. Recommendations for future research directions are discussed.

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Developing an Army Market Research Index in Support of Army Recruiting

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FOREWORD

The U.S. Army Research Institute for the Behavioral and Social Sciences (ARI) conducts research on personnel performance and training in support of Army goals, and one application of this has been to the area of recruiting. A strong economy in recent years has increased the challenge that Army recruiters face in obtaining sufficient enlistees to meet force requirements. In August 1999 the Secretary of the Army directed that the Army generate in-depth market research, with the assistance of organizations such as ARI, to develop an understanding of youth perceptions and how youth make decisions about whether to join the Army.

ARI responded by sponsoring a project to identify existing databases that have information about youth and parent attitudes and develop a searchable electronic catalog of the information regarding these databases. This catalog provides a basis for identifying critical market research questions that are not answered by current research. The Commanding General of the U.S. Army Recruiting Command (USAREC) was briefed regarding this project in October of 2000. Copies of the research products from this effort were distributed to multiple agencies, including USAREC, the Office of the Assistant Secretary of the Army for Manpower and Reserve Affairs, and the Accession Policy Division of the Office of the Secretary of Defense.

ZITA M. SIMUTIS
Technical Director

DEVELOPING AN ARMY MARKET RESEARCH INDEX IN SUPPORT OF ARMY RECRUITING

EXECUTIVE SUMMARY

Research Requirement:

A strong economy in recent years has increased the challenge that Army recruiters face in obtaining sufficient enlistees to meet force requirements. In August 1999 the Secretary of the Army directed that the Army generate in-depth market research, with the assistance of organizations such as the U.S. Army Research Institute for the Behavioral and Social Sciences (ARI), to develop an understanding of youth perceptions and how youth make decisions about whether to join the Army. Generating appropriate market research for the Army requires first cataloguing the existing market research databases and identifying the critical questions that are not answered by current research.

Procedure:

ARI sponsored a project to identify existing databases that have information about youth and parent attitudes and develop a searchable electronic catalog of these databases. Researchers completed structured telephone interviews with personnel at various organizations who had knowledge about existing market research on youth and parent attitudes. This included personnel at organizations such as the U.S. Army Recruiting Command (USAREC), Rand, The Gallup Organization, and Defense Manpower Data Center (DMDC). Information from the initial interviews led to additional contacts, and information searches were also conducted using PsychINFO and the Internet.

For each database identified, researchers acquired information such as the sample size, demographics of the subject population, the type of variables in the research, frequency of data collection, cost of obtaining the data, and point of contact information. Next they created a database that can be searched by content categories or through a user-defined key word search. Recommendations for future research directions were provided.

Findings:

Initial investigations led to 85 potentially useful databases, and further interviews resulted in the inclusion of 64 of these in the Market Research Index. Parameters of the research varied widely, ranging in frequency of data collection from a single data collection to multiple data collections each year and covering youth age ranges from 5 to 23 years of age. Content analysis of the items in the databases resulted in the specification of 17 primary search categories, including categories such as Career and future aspirations, Conformity and fitting-in, Education, and Entertainment and trends.

Twelve of the 64 research projects were identified as having the greatest potential to inform Army research. Six primary factors were taken into consideration in this

determination: (1) age of the youth, (2) frequency of data collection, (3) number of topics included, (4) number of variables included, (5) representativeness of the sample for the nation, and (6) whether or not questions could be added.

Utilization of Findings:

The results from this research provide us with a searchable index of sources of information regarding youth and parent attitudes. As questions arise regarding youth attitudes, this index can be used to identify sources that could provide us with immediate answers, possibly precluding the need for the Army to collect new information in a given area. Further, data or results cited in this index could be obtained by the Army to develop an internal warehouse of information about youth and parent attitudes that are relevant to Army recruiting. Finally, the market research index can be used to identify gaps in the existing body of research on youth and parent attitudes, providing guidance to any internal data collection efforts in this domain.

DEVELOPING AN ARMY MARKET RESEARCH INDEX IN SUPPORT OF ARMY RECRUITING

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LIST OF EXHIBITS

I. INTRODUCTION

A recently conducted review of recruitment advertising reported that the military often did not track cultural changes in its target audience (Americans age 18 to 23) and that a full economy is producing shifts in the labor market that continues to get fuller[1]. The review called for "improved research and marketing efforts, including advertising aimed not directly at potential recruits but at their 'influencers,' such as parents, teachers, and counselors."

In response to this review, the Secretary of the Army directed the Army to conduct market research to develop an understanding of youth perceptions and how youth (and their parents) make decisions about whether to join the Army. The first steps in developing a market research plan are to determine what questions need to be answered, what information is currently available to answer those questions, and what information needs to be gathered to answer any remaining questions.

The U.S. Army Research Institute for the Behavioral and Social Sciences (ARI) responded by sponsoring a project to identify existing databases that have information about youth and parent attitudes. The goals of this project were to identify the databases that already exist and organize the information about these databases into a searchable electronic catalog. Our specific objectives for this effort were:

- Determine relevant market research questions and identify existing databases with information about youth and parent attitudes, opinions and values

- Develop an electronic catalog of information regarding these databases

- Provide recommendations for future research directions required.

The remaining chapters of this report describe the methodology we used to achieve the objectives and the results, including recommendations for future directions regarding the use of the electronic catalog. In the remainder of this report we will be using the term "study" to refer in a generic sense to a research project that has been conducted. The use of the term should not be construed to refer in any sense to budgetary funding for the project.

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[1] *Recruitment Advertisement Review*, Presented to the Department of Defense, August 4, 1999, by Bozell | Eskew Advertising.

II. Methodology

1. INTERVIEW SUBJECT MATTER EXPERTS

Input from subject matter experts (SMEs) was sought to identify sources of information available inside and outside the military regarding youth perceptions and how youth (and their parents) make decisions about whether to join the Army. In addition to identifying studies and databases that should be included in our electronic catalog, SMEs were also solicited for their opinions regarding current trends in youth attitudes, opinions, and values as they related to military recruitment and enlistment propensity.

1.1 Develop Interview Protocol

A draft interview protocol was developed, containing background questions concerning the job title, organization, and job functions of SMEs as well as questions concerning the following topics:

- Factors that influence youths' decisions to enlist

- Potential segments in the youth market with respect to their decision to enlist in the Army

- Ways to learn about youth media habits

- Current and future concerns (i.e., "hot button" topics) of youth

- Existing studies that examine, track, or look at youth attitudes, values, and interests.

This draft protocol was then submitted to ARI for review. The input provided by ARI was incorporated into the final version of the interview protocol. This final interview protocol is presented in Appendix A.

1.2 Conduct Phone Interviews

Subject matter experts (SMEs) were selected as potential participants in the phone interviews based upon their knowledge of military and non-military studies of youth enlistment decisions as well as their experience in research tracking youth attitudes and opinions. With the assistance of ARI, we were able to identify approximately 20 SMEs in the area of youth attitudes and opinions, military database maintenance, and military recruiting as candidates for phone interviews.

Interviews typically lasted from 15 to 45 minutes. Exhibit II-1 contains the organizations that participated in the phone interviews.

EXHIBIT II-1 Phone Interview Participant Organizations
Naval Personnel Research Studies & Technologies
US Army Recruiting Command
Testing, Research, Assessment Command
RAND
Navy Recruiting Command
University of Chicago
HQ Air Force Recruiting Services
DeAnza College
Institute for Defense Analysis
Personnel Decisions Research Incorporated
The Gallup Organization
Roper Youth Report
Nielsen Media Research
Defense Manpower Data Center
Navy Recruiting Command

Transcripts were created for each of the telephone interviews. Analyses of these transcripts were performed to identify themes across SME responses and to determine the percentage of SMEs whose responses were of a similar theme.

2. IDENTIFY RELEVANT DATABASES

This section describes our approach for searching and identifying those studies and databases that would be included in the electronic catalog. The electronic catalog was primarily designed to contain studies that shed light on the attitudes and opinions of youth and their influencers, namely, their parents, teachers, and counselors. Prior to conducting the literature and database search, we determined the key issues to be addressed and the best resources to utilize in our investigation.

While meeting with ARI, we clarified the parameters of the project and developed the basic criteria for studies to be selected for inclusion in the electronic catalog. Although ARI expressed a primary interest in research examining the propensity of youth to enlist in the military, an array of child welfare issues, including drug and alcohol use, physical and mental health, violence and risky behavior, and familial relationships were also targeted by our search. Through further investigation, additional studies on activism, career aspirations, educational

goals, and interpersonal relationships were also considered relevant and within the scope of the project.

Our approach for identifying studies and databases focused not only on those variables (i.e., attitudes, interests, and opinions) with proximal, or more obvious, links to enlistment propensity, but on those variables (i.e., experiences and characteristics) likely to have indirect influence on enlistment propensity. An explicit result of such an approach would be an electronic catalog of information with the greater capability to inform the development and testing of causal models of enlistment propensity.

2.1   Review/Search Relevant Literature and Databases

To ensure that we discovered a range of studies dealing with youth issues influencing enlistment propensity, we designed a multi-strategy approach to encompass all resources that would provide leads to the most pertinent studies. We began our search by conducting an extensive search and review of articles, books, and book chapters using PsychINFO. We tailored our search using a variety of key words and phrase combinations, such as youth attitudes/interests, adolescent opinions/values, propensity to enlist, and career aspirations. Journal articles and published books served as useful resources for identifying relevant databases as well as subject matter experts—some of whom eventually participated in our phone interviews.

We also relied heavily on the Internet to identify the leading marketing firms that provide insight into the likes, dislikes and innermost thoughts of young consumers. Both key word searches and on-line marketing newsletters and magazines were utilized in our search. We registered with *Advertising Age* (www.adage.com), an on-line source of marketing information and analysis. *Advertising Age* features articles on the latest news and research in the advertising industry, and provides an inventory of the top marketing firms in the U.S. *American Demographics*, a monthly on-line magazine dedicated to informing business leaders on the latest consumer trends, also provided a wealth of information on noteworthy youth marketing agencies. Although *Advertising Age* and *American Demographics* magazines do not exclusively focus on youth consumer activity and lifestyle trends, current issues have cited the latest research on youth marketing and child welfare issues. An additional publication entitled *Selling to Kids*, a biweekly newsletter providing case study accounts on effective marketing tools, also provided insights on the most widely respected youth market research agencies.

While searching for research initiatives on child welfare issues, we obtained an array of publications from non-profit organizations, State, and national government agencies, and university research centers. A report published by a local non-profit organization provided us

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with an inventory of more than 80 reports on indicators of child and family well-being, conducted by national, State, and local agencies. The publication highlighted the most widely recognized teen drug and alcohol studies, such as the University of Michigan's *Monitoring the Future*. It profiled State-level initiatives like the Annie E. Casey Foundation's *Kids Count* report and cited relevant conferences, data guides, newsletters, and Internet resources. Additional resources utilized in our search were publications and media kits from youth-focused organizations like the Campaign for Tobacco-Free Kids and Girl Scouts of America. Many reports obtained from these organizations cited current research initiatives on child welfare issues.

Relevant teen studies on youth trends and opinions were identified on Internet sites designed specifically for children and teens. Many of these youth-focused Web sites conducted polls on a variety of child and teen issues, such as love and friendship, school, sports, money and jobs, favorite celebrities, and trend-setting styles. Some contained chat rooms and discussion groups for teens to reveal concerns; often the information was compiled and assessed for research purposes. Youth-focused Web sites often recruited a core of young, "urban trendsetters" and offered monetary rewards to complete extensive quantitative and qualitative evaluations. These studies typically asked for insight to underlying emotional, psychological, or social concerns.

We also sought input from others performing research to track youth attitudes and opinions by posting an inquiry on Evaltalk, a listserv for professionals specializing in evaluation research. We received responses on a small but useful number of surveys and evaluations, including the Youth Risky Behavior Surveillance Survey. Finally, we examined various government agency Web sites, many of which maintain links to research initiatives conducted in affiliation with their organization. The Department of Education, in particular, hosts a Web site with information on current research being conducted on youth educational and career aspirations (http://nces.ed.gov/surveys/).

By using a variety of approaches to target relevant databases, we were able to identify databases and reports that varied in theme, population surveyed, sample size, and methodology used. The databases identified include academic and government sponsored studies, and market research agencies specializing in youth consumer trends and lifestyles. These studies appear on-line, in research journals, and in university and government libraries.

An overwhelming majority of databases selected for inclusion in the electronic catalog maintained Web sites with information regarding current research initiatives. In general, Web sites were a good source of information, but rarely described the methodologies used for the studies. In nearly all cases, phone calls were made to the sponsoring organization to inquire

about information not attainable from the Internet. Some studies required us to contact representatives of multiple organizations, particularly when a study was a result of collaboration among universities, publishing agencies, and/or Federal or State government agencies.

2.2 Determine Criteria for Inclusion of Databases in Electronic Catalog

To determine the criteria for inclusion into the electronic catalog, parameters were set regarding values acceptable for variables such as age, location, and year the study was conducted. The criteria are as follows:

- Age of participant—Children and youth between the age of 5 and 23 (and their parents) when the study was performed, but who will be no older than 23 as of the year 2000

- Studies completed from 1995 forward

- Themes—Youth attitudes, opinions, interests, values, experiences, and behaviors; youth consumer trends; child welfare issues, including mental and physical health

- Region within scope of project—Studies conducted outside the U.S. and regions too narrowly focused were excluded (e.g., Canada).

Studies that met the criteria for inclusion came from a variety of sponsoring organizations that included academic institutions, market research agencies, government agencies, and non-profit organizations.

3. DEVELOP ARCHITECTURE OF THE ELECTRONIC CATALOG

Once we screened studies to determine if they met our criteria for inclusion, we analyzed them more thoroughly to identify the individual study questions and variables that may be directly or indirectly related to enlistment propensity. These individual questions and variables were then sorted into categories to begin the process of developing the architecture or organizing framework for the electronic catalog. Our approach for performing these tasks is described in the following sections.

3.1 Determine Appropriate Information to Extract from Databases

For some of those studies selected in the initial screen, we were able to procure the actual survey instruments that contained a listing of all the questions posed to survey participants. The number of questions found in many of these studies often approached 400 to 500. For other

studies, sponsoring organizations provided us with only a listing of those variables for which data was collected.

Caliber staff with previous research experience in the areas of Army recruitment, selection, and retention, reviewed the studies and databases selected in the initial screen and began the process of identifying those questions and/or study variables with the potential to influence enlistment propensity. These questions and variables reflected a variety of themes relating to the attitudes, values, opinions, perceptions, behaviors, and experiences of youth and their parents. We identified these themes and created category labels to represent them.

A sample of these categories is listed below:

- Number of siblings
- Socio-economic status
- Computer use
- Time spent watching TV
- Membership in clubs
- Attitudes about education
- Academic performance
- Time spent studying
- Career aspirations/goals
- Paid employment
- Community service
- Favorite stores
- Favorite brands/labels
- Cool types of music

- Trust of media, advertising
- Opinions about diet, exercise
- Attitudes about drug use
- Access to health care
- Victim of violence
- Gang membership
- Opinions about dating
- Sexual activity
- Attitude about fitting in/conformity
- Opinions about war
- Opinions about social policy
- Attitudes about race
- Opinions about success.

At the completion of our review, we created a matrix in which the columns consisted of studies and the rows consisted of category names. This variable category matrix, which included more than 60 studies and 70 categories of variables, provided the framework for the creation of the electronic catalog.

3.2   Determine Variable Categories

For the electronic catalog to be of maximum utility to the Army, it must accommodate a large number of potentially diverse studies while facilitating the efficient and intuitive search for information contained within them. With these goals in mind, we continued the process of creating a taxonomy, or hierarchical categorization, of the study variables potentially related to enlistment propensity and attrition.

After sorting the individual study variables into more than 70 categories, we created a smaller number of higher order categories. At the completion of this task, we identified 17 higher order categories that subsumed each of the more specific categories. These 17 higher order categories were labeled as follows:

- Career and future aspirations
- Conformity and fitting in
- Dating and sexual activity
- Delinquent behaviors
- Demographics
- Education
- Entertainment and trends
- Extended demographics
- Extracurricular activities
- Friends and family relations
- Information from parents
- Money and buying habits
- Physical and mental health
- Social and political concerns
- Traits, attitudes and values
- Victimization
- Work.

The creation of these 17 general categories served as a point of departure for the development of the electronic catalog. The nodes, or links, between the subordinate and superordinate categories of variables informed the development of a "relational database" allowing future users of the catalog the ability to browse and search both within and between the categories of their particular interest. Exhibit II-2 illustrates the matrix infrastructure that supported the development of the electronic catalog.

EXHIBIT II-2

MATRIX OF CATEGORIES AND SUBCATEGORIES BY SURVEY

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X Microsoft Excel - classes of variables [Shared]                         _ |𝗀| x|
⌗ File  Edit  View  Insert  Format  Tools  Data  Window  Help            _ |𝗀| x|
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 Arial              ▼ 8  ▼  B I U  ≡ ≡ ≡ ⬛  $ % ,  ⅍ ⅍ ⟮ ⟮  ⬝ ◇ ⬝ A ⬝
       C4     ▼        = parents, number of siblings, grandparents
```

	Cat 1	Cat 2	Keywords	Youth Attitude Tracking Survey III Fall of 1999	National Longitudin Study of Adolescen Health (In-S Survey)
1					
3					Assess the status of adolescents the causes health relate behaviors
4	Extended Demographics	family, parents, siblings, grandparents, household	parents, number of siblings, grandparents		x
5		region of country, state, city			
6		Socio-economic data (income, free/low cost school lunches, education of parents, travel/taking vacations,	income, education, parental employment, occupation of		x
7		Quality of neighborhood/housing; Safety of neighborhood/community			
8	Custom Research				
9	Extra-curr. activities	Time spent in leisure/extra-curricular activities: reading, TV, movies, listening to music, sports, talking on the	time spent reading, listening to music, watching TV, video	x	x
		Clubs/organizations participation	Band, yearbook,....	x	x

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|◄ ◄ ► ►|\ Demographics \Categorizations /          |◄  ▒▒▒▒▒▒▒▒▒▒▒▒▒▒▒▒▒ ►|
Ready                                                              NUM
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3.3   Specify Study Characteristics

In addition to developing a hierarchical categorization of variables for the framework of the electronic catalog, information was collected regarding other characteristics of each study. These characteristics or dimensions allowed for further refinement of the electronic catalog. These study characteristics consisted of:

- Study type (i.e., qualitative vs. quantitative)

- Sponsoring organization (e.g., university, marketing agency, government)

- Number of variables

- Frequency of data collection (e.g., annual, semiannual)

- Geographic area (e.g., local, national)

- Format of study data available for purchase (i.e., raw or summarized)

- Cost of obtaining study data

- Sample size

- Sample age

- Sponsoring organization

- Contact person, address, phone number

- Primary research purpose (e.g., attitudes towards drugs/alcohol, spending habits).

A characteristic matrix was then created to organize the information collected on each of these characteristics for those studies included in the electronic catalog. The information from this matrix was used to support additional features and search capabilities of the electronic catalog described in the following sections.

4. DEVELOP THE ELECTRONIC CATALOG

The information from both the category matrix and the characteristic matrix provided the structural content of the electronic catalog. There remained, however, decisions to be made concerning the functional requirements and design features of the electronic catalog. It was determined that the electronic catalog be created as an application placed on a CD-ROM that could be loaded and run on personal computers (PCs) running on Windows systems. During the design and development of the structure of the application, it was determined that the application would have greater utility if it provided users a variety of methods by which to browse and search for information. Efforts were also made to tailor the design of the application to its most likely users—scientists performing research in the area of enlistment propensity.

Based upon the functional requirements and features identified during the early design phases of this project, a draft electronic catalog was created that allowed users to browse and search for studies via multiple methods. The first search method allowed users to view an entire listing of either the studies or the sponsoring organizations. It also allowed users to select one or more of the 17 general categories of questions/variables as a means of identifying studies that collected data on variables within that category. Finally, the electronic catalog allowed users to browse for studies through a key-word search feature. This method also included the use of the following study characteristics to further refine the key-word search:

- Study type (e.g., quantitative, qualitative)

- Organization type (e.g., academic/university, advertising/marketing, government)

- Number of variables (e.g., 1-49, 50-199, 200-999, 1000 or greater)

- Study frequency (e.g., once, annual, more than once a year, continuous)

- Geographic area (e.g., local, State, regional, national).

Employing drag-down menus, a user can select from among the various categories within each of these five characteristics to limit their keyword search. For example, the user may wish to limit their search to annual, nationwide studies performed by marketing agencies that collect quantitative data on at least 100 different variables.

Usability analyses were performed and feedback was obtained from ARI regarding the various features of the electronic catalog. Design improvements were made based upon feedback received both from ARI and members of the design and development team. An Alpha version of the electronic catalog was then created, placed on CD-ROMs and delivered to ARI in September 2000 for further usability testing. Feedback concerning the usability and functionality of the application was provided by ARI and members of the design and development team. Modifications included improving the instructions, changing the labeling of the categories, and altering the presentation format of some of the menus of the catalog.

The beta version of the electronic catalog—henceforth referred to as either the *Army Market Research Index* or *Index*—was completed and delivered to ARI in October 2000. Information concerning the features and specifications of the *Index* is presented in the following chapter.

III. RESULTS

1. SYNTHESIS OF INTERVIEW RESULTS

Phone interview transcripts were analyzed to identify themes across SME responses to each of the open-ended interview questions and to determine the percentage of SMEs whose responses were of a similar theme. We will begin this section by presenting the background characteristics of the SMEs. We will then review the various response themes that were derived from each of more open-ended interview questions and, when possible, provide the percentage of SMEs whose responses fell in each of these response theme categories.

1.1 Background Information (Name, Organization, Job Title, Duties and Responsibilities)

Of the 14 interviews that were conducted, 57 percent were with male SMEs. Even though all but one of the individuals interviewed were civilians, 43 percent work directly for the military. The other individuals who were interviewed work for consulting organizations, the government, or universities, and have a great deal of firsthand knowledge regarding youth attitudes and/or military recruiting. Those interviewed described their job responsibilities as including survey research in recruiting and/or youth attitudes, military manpower research, and reviews of recruiting literature.

1.2 What Are the Most Important Influences Today on Youth's Decisions to Enlist or Not to Enlist in the Army?

Responses to this question classify loosely into three categories. The first category is people that are an influence on today's youth, the second category is Army benefits that influence youth's decision to enlist, and the third category is how, or through what medium this influence on youth is established.

Regarding the people that are influential on youth's decision to enlist, 57 percent of those interviewed suggested that parents are influential in their children's decisions to enlist in the Army. Peers, and associated peer pressure, was identified by 29 percent as important in the enlistment decision. Guidance counselors and teachers were mentioned by two individuals, while coaches and clergy members were mentioned by another.

The benefits of enlisting in the Army were often reported to influence a youth's decision to enlist. Money for college was mentioned by the most people, with 29 percent of those interviewed identifying this benefit as critical to many youth's decision. Two SMEs stated that

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skills training and job experience were important, especially when the skills training is provided in high-technology areas. One individual mentioned educational or training incentives and educational credits as important to the decision to enlist, and one also said that military pay influences the decision to enlist.

Finally, the medium or how these influences are established was mentioned by 43 percent of those interviewed as having an important influence on the decision to enlist in the Army. Twenty-nine percent of those interviewed noted that the media and TV are critical for communicating and providing information to youth about military careers. One individual mentioned the importance of the number of recruiters out in the field and military advertising in communicating accurate information about a military career as an option for today's youth.

1.3   How Do These Factors Operate/Influence the Decision to Enlist or Not to Enlist?

These comments are also described in terms of the three categories identified above (i.e., influential people, Army benefits, and medium for establishing the influence). In terms of how people influence the decision to enlist, 43 percent of those interviewed said that patriotism and tradition positively influence the decision to serve; this is particularly the case when a family member has served and provides information to the young person.

Parents and peers both have an important influence, but recent surveys have provided conflicting results regarding who is the most important influence. If one or more of the parents or other family members had served in the military, the parents are generally seen as a positive influence on the youth's desire to enlist. One individual, however, stated that they have even found that non-military parents are generally a positive influence on the youth's decision to enlist. Parental support of the youth's decision to enlist is likely to be moderated by factors such as socio-economic status (SES), whether any family members had served in the military, and other competing job and educational options available to the youth. Parents are thought to be more likely to be pro-enlistment if the family is of lower SES, if the parents or other family members had served in the military, or if the youth had few competing educational or job opportunities.

Although peers were identified as important influencers of enlistment propensity, there was no consistent opinion as to the directionality of their influence (i.e., pro-enlistment vs. anti-enlistment). The majority of those who identified peers as an important influence stated that the direction of their influence—either pro or anti-enlistment—can go either way. One individual, however, stated that peers were somewhat more likely to be a negative influence (i.e., anti-

enlistment). Guidance counselors were also identified as tending to be pro-college, and thus are generally viewed as an obstacle to encouraging an enlistment decision.

Almost all those interviewed had at least some comment on how the benefits of an Army career influence the decision to enlist. As noted, money for college continues to be a big plus in recruiting. Training in skills that are valuable for later jobs, especially high-tech skills training, is an important recruiting tool, but may not be emphasized to a great enough degree. Recruiters could also capitalize on some bilingual opportunities in military experience since that is valued in today's job market.

Several of those interviewed noted that during a strong economy youth have many options for attaining money for college, as well as more opportunities to do other things; these other options negatively impact enlistment propensity. Two SMEs suggested that today's youth view enlisting in the Army as holding them back from making money and getting an education.

The media, advertising, recruiters, and family members are all sources of information regarding a military career. Even so, two interviewees noted that there is still a lack of awareness of the military as a career option. There is also misinformation about military life, which makes the decision to enlist less likely. One individual commented that the Army does not have a clear logo or brand making them stand out from the other services. Another commented that the Army has not made an effort to recruit capitalizing on a computer-based format.

Finally, since there is no immediate military threat, a few individuals noted that the drive to enlist tends to be low, and another noted that during these times youth see other means to serve their country (e.g., politics, community service).

1.4   Are There Ways to Segment the Youth Market? What Are Some of Those Segments?

Most responses to this question repeated the youth segments that were mentioned as part of the question. Specifically, 29 percent of those interviewed suggested that race was an important segment to consider. One of those interviewed elaborated that the Asian population needs to be considered more carefully, that there are ways to subdivide this segment that may provide useful information (e.g., Vietnamese, Chinese). A few of those interviewed mentioned gender and SES. Education was also mentioned by three of those interviewed, with special consideration given to whether the youth are in high school, graduated from high school, or are in college.

There were several other segments mentioned by one interviewee. First, sports participation was mentioned as a factor related to lower levels of attrition. Second, looking at Generation X recruits versus Generation Y was suggested. Finally, psychographic groupings were identified as important; these groupings cluster those youth with similar needs/desires/wants that may be meaningful when looking at their decision to enlist.

One interviewee mentioned that when looking at a youth's decision to enlist, it is important to consider the economy in terms of the unemployment rate and level of college enrollment. These factors will also influence the standards for enlistment that identifies the youth qualifications required for entry into different Military Occupational Specialties (MOS). One individual indicated the Army currently conducts cluster analyses in which they segment youth into 44 clusters.

1.5 What Youth Attitudes, Values, and Interests Are Relevant to Examine in the Context of the Enlistment Decision (and Why)?

Many of the responses to this question highlighted the somewhat self-involved nature of many enlistment-age youth. Specifically, two of those interviewed said youth desire their freedom and independence and resist discipline. They stated that youth are not as involved in work as their parents and are more self-serving rather than service-oriented. One person said that even community service activities are done as a way to get ahead, and participation in these activities is often self-serving. Buying power was also reported as very important for today's youth; they want to achieve a certain standard of living. Most youth are interested in going to college in order to achieve these ends and aren't particularly interested in taking the time to go into the military first.

Given these attitudes, one individual suggested that the Army emphasize how they provide a boost in intelligence. This person said that these days it is cool to be viewed as smart or intelligent, presumably since these are the people that will get ahead. Yet, at this point there is still a negative perception of the military lifestyle; youth believe that you can't be an individual in the military. It was stated that youth believe recruiters are not providing them the "whole story" about what life will be like in the military. This is less of a problem for the Marines who do a better job of marketing the lifestyle and challenges of being a Marine. Youth are concerned that they be treated fairly, paid well, and that they gain valuable skills if they decide to enlist.

One person suggested that looking at youth's attitudes toward technology and how savvy they are with respect to technology might provide some valuable information about enlistment behavior. Finally, one of those interviewed said those who enlist are really no different in terms

of attitudes and values than those who do not enlist. It is really a matter of whether the military meets the needs of what the youth is looking for in their first job or career.

1.6 What Are the Best Ways to Reach Youth and to Learn More about Their Media Habits?

In response to this question, about half the people interviewed mentioned the importance of the Internet. Two individuals commented that youth who frequent the Internet are likely to be of higher aptitude, and thus are more desirable to the Army. Many of those interviewed had specific suggestions of how to take advantage of Internet communication. These suggestions included:

- E-mailing youth, emphasizing high-tech aspects of the Army

- Improved promotion/utilization of Web sites (e.g., goarmy.com)

- Establish more of a recruiter presence on line (e-mail and chat rooms) to talk with youth and share information

- Establish an Army interactive game site

- Survey youth on line in exchange for free Army merchandise

- Tap into college portals for on-line information.

Television is still recognized as a very important venue for reaching youth and was mentioned by 36 percent of those interviewed. Music television (MTV) was identified specifically as an important venue; an Army rock video was suggested as a good way to reach youth, since music is so important to this age group.

There were a few rather novel suggestions for reaching youth mentioned by those interviewed. These suggestions included:

- Develop interactive kiosks at malls to provide information about Army careers

- Make a greater presence in sports-related media

- Develop traveling demonstrations of "cool" and/or technology laden military experiences (e.g., helicopter simulators).

Several individuals mentioned the importance of the traditional recruiting method of going into the schools and talking with students. One individual included that inviting a well-

respected and trusted person to talk about Army careers also seems effective (e.g., community leader who served in the Army). Another individual noted that the Army has been focusing most of their recruiting efforts on high school graduates. This has resulted in recruiters missing an important window for influencing the youth who are still in high school.

1.7   What Are Today's Youth's Major Interests or Concerns?

Responses to this question are categorized in several different groups. The first group of comments has been touched on previously and refers to youth's drive for advanced education as a means to attain financial and lifestyle goals. Those interviewed commented that most youth are interested in a 4-year degree or high-tech training. This training can be viewed as a means to career success, increased job opportunities and higher salary upon leaving the Army—whether it be after a single term or after 20 years. It was also mentioned that youth today tend to be more entrepreneurial and independent than those previously, are much less likely than previous generations to work for one organization for very long, and are interested in using the high-tech industry to help them become more financially self-reliant.

The second category of comments has to do with youth's expectations/demands of their life and career. They are interested in such things as a high quality lifestyle with free time and a good marriage. Youth expect their career to be flexible to their changing needs—first as a single person, then married, and, still later, with children. It was also found that youth expect truth in advertising, particularly when people are attempting to sell them something (e.g., a military career). They expect to be told the whole truth regarding what they are buying.

The third category of comments identifies interests that are commonly expected of youth this age. Several people mentioned music as a major interest of today's youth. Youth's interest in sports, the opposite sex, issues regarding illegal drugs, violence in schools, and AIDS were also mentioned. Finally, a couple of those interviewed suggested that today's youth do not seem to have any pet causes or "hot button" concerns.

1.8   Do You Know of/Can You Recommend Any Studies That Examine, Track, or Look at Youth Attitudes, Values, and Interests?

A number of studies/databases were identified by SMEs as likely to be appropriate for the electronic catalog. These are listed on the following page, with the percent of SMEs who mentioned it to the right of each study. Note that 7 percent is the equivalent of one SME.

- YATS (64%)
- Monitoring the Future (36%)
- Teenage Research Unlimited (21%)
- New Recruit Survey (14%)
- Navy Advertising Effectiveness Study (14%)
- Yankelovich Youth Monitor (14%)
- Youth Intelligence—Centers for Disease Control (7%)

- US Recruiting Command (7%)
- Center for Naval Analysis (7%)
- Advertising Agencies (7%)
- USAREC—Commercial studies (7%)
- ACOMS (7%)
- Basic Military Training Survey (7%)
- National Educational Longitudinal Study (7%).

2. DATABASES INCLUDED IN THE ARMY MARKET RESEARCH INDEX

The 64 studies/databases selected for inclusion in the *Army Market Research Index* provided insight into the trends, lifestyle, and values of the youth who some are calling Generation Y, or the Millennial Generation. We created a comprehensive list of themes prevalent in the surveys by reviewing individual questions from the selected databases. As mentioned in the Method section, we developed 17 general categories (e.g., extracurricular activities, education, career and future aspirations, values, physical and mental health, and interpersonal relationships), each containing from three to seven subcategories (e.g. time spent in leisure/extracurricular activities, clubs/organizations participation, sports, athletics participation, computer use). The 17 categories appear on the main form of the *Index*, as shown in Exhibit III-1.

With few exceptions, the criteria for inclusion in the electronic catalog followed the format previously defined. Exceptions were made when a study was deemed particularly relevant. For example, "Public Attitudes Toward Community, Citizenship & National Service," a poll conducted by Penn, Schoen, and Berland, surveyed 500 people over the age of 18—a large percentage of whom were older than 23. The poll, however, addressed propensity to enlist in the military and views on a mandatory service to the country for the youth, whether it be military or volunteering.

EXHIBIT III-1
MAIN FORM OF ELECTRONIC CATALOG

While preparing the final version of the electronic catalog, we also modified the category of "Demographics." Initially, we categorized all biographical information regarding the survey participants under the "Demographics" heading. As a result, this general category subsumed subcategories of variables that included age, sex, and race as well as variables regarding characteristics of the family/household and socio-economic variables. Given that this general category of "Demographics" did not discriminate variables present across all studies (i.e., age, race, sex) from those present in a portion of the studies (e.g., SES) it did little to differentiate one study or database from another. It was decided that this general category should be relabeled "Extended Demographics" and should not include variables present across all studies such as age and sex, but only variables such as SES and quality of neighborhood found only in a subset of the studies.

While searching for relevant databases to be included in the electronic catalog, we identified a variety of databases whose study characteristics did not meet the criteria for inclusion (e.g., study performed prior to 1990, study sample now more than 23 years of age) or

whose focus fell outside the scope of the study. We determined that the information garnered from these databases could not be used to enhance the Army's marketing and recruitment activities. A sample of the studies not included in the *Index* is provided in Appendix B.

3. ELECTRONIC CATALOG

The *Army Market Research Index* allows the user to view a catalog of market research and youth tracking databases that collect information regarding youth attitudes, opinions, interests, experiences, and behaviors. In addition to the names of the individual surveys/studies and their sponsoring organizations, the *Index* provides information such as the costs of the surveys, demographics of the samples, frequency of data collections, methods of data collections, and how the data are formatted. It contains more than 70 categories of variables that subsume the individual variables from each of the surveys. These categories are of great utility given that the individual variables from the surveys often number more than 500. The application allows the user to browse subsets of surveys/studies filtered by these classes and by key word searches.

The *Army Market Research Index* allows users to browse market research studies/databases via three methods:

- Listing all studies or sponsoring organizations, or view all records

- Searching on categories of variables

- Searching on key words and phrases.

Each of these methods is described briefly below.

Listing all studies or organizations opens a window that lets the user quickly find the particular study or sponsoring organization they are seeking. Selecting a study from the list will transfer the user to a detailed view of the record(s) in question.

Searching on categories of variables displays records for studies/databases that collect information on one or more selected major categories. The user can then browse selected records or further limit records (e.g., by subcategory). The 17 categories can be seen in Exhibit III-1.

Searching by key words displays records of studies/databases based on key words and phrases entered by the user. The method also allows the user to restrict searches based on study characteristics, including study type (e.g., quantitative), organization type (e.g. university),

number of variables, study frequency (e.g., annual), and geographic area (e.g., regional). Exhibit III-2 lists the attributes and their respective option categories.

EXHIBIT III-2 KEYWORD SEARCH CHARACTERISTICS AND THEIR RESPECTIVE CATEGORIES	
Attributes	**Categories**
Study Type	Any, Qualitative, Quantitative
Organization Type	Any, Academic/University, Advertising/Marketing, Corporate, Government
Number of Variables	Any, 1-49, 50-199, 200-999, 1000+, allowed to vary
Study Frequency	Any, 1 time only, Non-periodic (> 1 time), Periodic (< 1 per year), Periodic (annually), Periodic (> 1 per year), On-going (sporadic), On-going (continuous)
Geographic Area	Any, State/Local, Regional, Nationwide

IV. OBSERVATIONS AND FUTURE DIRECTIONS

Studies and databases that comprise the *Army Market Research Index* are likely to vary in their ability to inform research in the areas of recruitment, enlistment propensity, and attrition. Reasons that some of the studies/databases are of greater utility to the Army include:

- Data collections take place on frequent and regular basis

- Study samples include youth from 14 to 18 years of age

- Data collected from nationally representative samples of youth

- Relatively large number of variables/questions in the study

- Variables/questions can be added to the study.

For these reasons, we have identified studies/databases from the *Index* that we believe demonstrate the most promise in their ability to inform Army research. The list of the most promising studies/databases and the rationale for their selection are presented in the following section.

1. STUDIES SHOWING THE MOST PROMISE

Exhibit IV-1 lists 12 of the 64 studies from the *Index* that were selected as having the greatest potential for supporting future research on enlistment propensity. This exhibit also includes information concerning those characteristics that served as the criteria dimensions on which studies were primarily evaluated (e.g., age of sample, frequency of data collection). Studies were selected based upon holistic judgments of their standing across these criteria dimensions.

EXHIBIT IV-1						
STUDIES WITH THE GREATEST POTENTIAL TO INFORM RESEARCH						
Study	Age of Sample	Frequency of Data Collection	Number of Sub-categories	Nationally Representative Sample	Number of Variables	Can Add Questions
Cassandra Report	14-18	3 per year	12	Yes	200+	Yes
Teen Marketing and Lifestyle	12-19	Semiannual	34	Yes	200+	Yes
Yankelovich Monitor	16+	Biennial	42	No	200+	Yes
Kid ID Study	8-14	Biennial	17	Yes	1000+	No
Monitoring the Future	13, 15, 17	Annual	41	Yes	200+	No
Youth Health Styles Survey	10-18	Semiannual	9	Yes	60	No
National Longitudinal Survey of Youth	12-16	Annual	16	Yes	2000	No
Roper Youth Report	6-17	Annual	22	Yes	100+	No
Yankelovich Youth Monitor	6-17	Biennial	59	No	200+	No
Youth Risk Behavior Survey	14-17	Biennial	19	Yes	87	No
Survey on Parents and Youth	11-18	Triennial	43	Yes	200	No
Teen Trends	12-18	Annual	24	No	50	No

Studies were primarily selected on their ability to collect data from youth ages 12 to 18 on a frequent and regular basis. Larger studies—especially those that addressed numerous subcategories of variables from the *Index*—and studies that collected data from a national sample of youth were also viewed to be of greater potential. Finally, studies in which additional questions or variables could be added (i.e., purchased) by a client of the study's sponsor were also believed to have relatively more promise to the Army.

Information regarding such things as data type (i.e., quantitative, qualitative), data collection methods (i.e., survey, focus group, interview), and the cost of purchasing the rights to study data played a smaller role in selecting those studies deemed as the most promising. The 12 studies selected as the most promising are not placed in any type of rank order. No single study was found to be strong on every criteria dimension; each study had its strengths and weaknesses. Due to the complex nature of the strengths and weaknesses of the studies among the various criteria, studies were selected based upon the rational, yet subjective, judgments of members of the project team.

The primary reason these studies hold promise to Army researchers is that they capture information in an ongoing and regular basis on a number of questions/variables (typically numbering more than 200) regarding attitudes/opinions, values, interests, and behaviors of America's youth. Additionally, two of these studies capture information related to military enlistment and three allow customers to purchase additional questions. Depending upon the particular theory or model of enlistment propensity under question, some of these studies would be more or less appropriate for providing data to test the theory or model. Hence, it will be up to the particular researcher or consortium of researchers to investigate the variables and categories of variables found within each of these studies/databases to determine those that are best able to inform their particular research efforts (i.e., theory/model development and/or testing).

2.   CUSTOMIZED STUDIES

Included in the *Army Market Research Index* are a number of customized studies/databases. For these customized studies, the client is able to specify or control such things as the age of the sample, the frequency of data collection, and the questions and variables included in the survey. Due to the control the client is able to maintain, these studies are also believed to possess great potential for the Army. Eight such customized studies/databases with the most promise are presented in Exhibit IV-2.

EXHIBIT IV-2 CUSTOMIZED STUDIES/DATABASES			
Study	Age of Sample	Frequency of Data Collection	Nationally Representative Sample
Element (EAR)	12-24	Monthly	No
Bolt	15-20	Client specifies	No
NPD	Client specifies	Client specifies	No
Find/SVP	Client specifies	Client specifies	No
Harris Interactive	Client specifies	Quarterly	No
Kids-In-Sight	Client specifies	Client specifies	No
LiveWire	Client specifies	Client specifies	Yes
Simmons' Teen Study	12-17	Annually	Yes

A particular strength of these studies is the control they provide researchers in specifying sample demographics, frequency of data collections, and the questions posed to youth. These studies may be appropriate either for basic research and theory/model development or they may provide the best means of refining and testing the final stages of theories and models regarding

enlistment propensity. Once again, these decisions are dependent upon the particular theories/models under investigation and the phase of development and testing.

Drawbacks to these customized studies are the relatively greater costs that are incurred by the customers of these studies. Costs for contracting a single such study were found to generally run in the tens of thousands, with similar costs incurred for each year in which iterations of the study are also contracted. For example, the Simmons' Teen Study charges clients approximately $50,000 a year to conduct a survey with a nationally representative sample of 4,800 youth in which the client specifies the questions (more than 2,000) and is provided with the raw data.

3.   SUMMARY OF *INDEX* SHORTCOMINGS AND POTENTIAL REMEDIES

In these sections, we provide observations regarding the utility of the *Index* in assisting those conducting research in enlistment propensity. We also summarize some of the shortcomings of the *Index* and recommend possible ways to address these shortcomings.

3.1   Few Studies Collect Data Regarding Youth Attitudes Towards the Military

Very few of the 64 studies that comprise the *Index* ask questions regarding enlistment propensity. Of those that do collect data related to enlistment propensity or military service, only two studies—Kid ID Study and Monitoring the Future—are among our list of studies believed to have the most promise for the Army. Of these, only Monitoring the Future collects data from youth between the ages of 14 and 18. Unfortunately, neither the Kid ID Study nor Monitoring the Future allow questions to be added to supplement their existing items. Therefore, if the other items in the Kid ID Study and Monitoring the Future do not adequately meet the needs of Army researchers, the Army will have to work with other studies that allow the purchasing of questions that will inform their models of enlistment propensity.

3.2   The *Index* Does Not Provide Information on Study Items

Unknown is the degree to which the questions/variables found in each of the 64 studies capture information required to build and/or test models of enlistment propensity. The *Index* provides information concerning variables and categories of variables, but does not provide .
information concerning individual study questions. If a researcher has used the *Index* to identify the variables needed to inform their model or theory of enlistment propensity, they should then

contact the sponsoring organization to obtain the actual items from the study and any other data needed to make the decision of whether to purchase the study.

3.3   Attitudes/Opinions vs. Behaviors and Experiences

Some of the studies (e.g., Kid ID Study) collect information that is primarily focused upon youth attitudes, opinions, and interests—the antecedents to behavior—and focus little attention on youth behaviors, experiences, and other outcomes that may be at least partially driven by attitudes and opinions. Other studies focus more heavily on youth behaviors and experiences (e.g., Voice of Connecticut Youth), while still other studies may contain a mixture of questions surrounding both attitudes and opinions as well as behaviors and experiential outcomes (e.g., Monitoring the Future, CBS/NY Times). Thus, depending upon the degree to which a researcher's model or theory of enlistment propensity includes both attitudes/opinions and behaviors/experiences believed to be related to enlistment propensity, some studies may be deemed of greater use.

3.4   Data Collected from Influencers

It was found that very few studies actually collect information from parents as well as the youth, and none of these studies specifically ask parents questions regarding their child's potential enlistment in the military. Some do ask questions, however, concerning their educational and career expectations for their children (e.g., Yankelovich Youth Monitor, Parents and Youth Survey). These issues are of importance to those investigating enlistment propensity because SMEs participating in the phone interviews stated that parents are likely to have the strongest influence regarding the youth's decision to enlist.

One potential remedy to the lack of data regarding parental views on enlistment is for the Army to purchase such question(s). Unfortunately, none of the studies that currently collect information from parents allow study clients to purchase additional questions, and none of the studies that add questions were found to collect data from parents. Hence, another approach may involve requesting of those studies that add questions the opportunity to collect data from parents as well as their children.

Numerous studies, including many from our list of most promising studies (as well as several from the list of customized studies), collect information regarding youth attitudes

towards friends and family members. These studies may be of particular importance given that participants from the phone interviews suggested that both peers/friends were influential in a youth's decision to enlist. Similarly, family members (i.e., brothers, sisters, grandparents, uncles) who had served in the military were also identified as important influences on youth enlistment decisions. No studies from the *Index*, however, collect data from non-parental family member or friends. Finally, although some of the phone interview participants suggested that high school counselors and teachers influence a youth's decision to enlist (typically a negative influence), we were unable to identify studies from the *Index* that collected data regarding youth attitudes/opinions or experiences regarding teachers or school counselors. Questions regarding the possible influence of these individuals on the enlistment decision may need to be added to studies where appropriate.

A strength of the *Index* is the number of studies that collect data related to other influences (i.e., TV, media, career aspirations) that were identified by SMEs during the phone interviews. SMEs stated that, besides parents, family, peers, counselors, and coaches, things such as military benefits (money for college, job experience, training, skills) and media serve as important influences regarding the decision to enlist. Many of the studies found in our list of the 12 most promising studies collect information directly related to media and many also collect information on variables that may be used as indirect measures of these other influences. For example, these studies may not ask questions concerning youth attitudes towards military benefits such as skills training, job experience, and money for college, but they may be able to provide latent or indirect measures for some of these factors. Some of these studies measure such things as youth attitudes toward factors related to career success, education, work, money, as well as a variety of personality characteristics related to such things as self-efficacy, self-esteem, locus of control, etc. (e.g., Teen Marketing & Lifestyle, Yankelovich Youth Monitor, Monitoring the Future).

Finally, phone interviews also revealed that technology plays a relatively large role in the lives of today's youth and is likely to be an important factor in Army models of enlistment. Not only does high technology serve as a medium of influence (e.g., Internet) it was also identified as both a highly desirable career option as well as a means or path (e.g., training) to other careers. The Army needs to understand youth attitudes and opinions regarding technology to improve their ability to market the Army's high technology features and to integrate this information into their models of enlistment propensity. Fortunately, many of the studies from the *Index* collect information regarding youth attitudes towards technology as well as youth behaviors and

experiences with technology (e.g., CBS/NY Times, College Student Monitor Computing & Internet Study, Element USA, Harris Interactive, Technographics Benchmark Research). Army researchers may find great benefit in these studies and their findings regarding the influence of technology in the lives of youth and use this information to inform their models/theories of enlistment propensity.

Reference

Bozell/Eskew Advertising. (1999, August). *Recruitment Advertisement Review*. Briefing presented to the Department of Defense, Washington, DC.

APPENDIX A
Interview Protocol

INTERVIEW PROTOCOL

Introduce Self and Project

- Good morning/afternoon. My name is _____ and I am working on a project for the Army Research Institute to find out about the resources available in the military and outside the military regarding youth perceptions and how youth (and their parents) make decisions about whether to join the Army.

- We are in the process of identifying databases and studies as potential candidates for inclusion in an electronic catalog of market research data sources that target the youth market.

- We are talking with you and several other appropriate personnel to identify the types of information that you as an expert /someone involved in this area think is important to capture in a catalog of databases and to surface potential contacts or databases for inclusion in the catalog.

- Would it be ok if I ask you some questions about this? This will take about 15(?) minutes. If there is a question that you do not feel comfortable answering please let me know.

- Let me begin by getting some background information.

Background Information

- Your name:
- Your organization:
- Your job title:
- Please describe (briefly) your duties and responsibilities:

Information Important for the Electronic Catalog

- What do you think are the most important influences today on youth's decisions to enlist or not to enlist in the Army?

- How do these factors operate/influence the decision to enlist or not to enlist?

- Are there some interesting ways to segment the youth market with regard to their decision to join/enlist in the Army. (That is, should we look at youth by race and ethnic group, by gender, by socio-economic status, by region of the country.) What are some of those segments?

- What youth attitudes, values and interests are relevant to examine in the context of the enlistment decision (and why)?

- What are the best ways, in your opinion, to reach youth and to learn more about their media habits?

- What, in your opinion, are today's youth's major interests or concerns—what are their current "hot buttons"? (probe for sports and social interests) What do you think their major interests will be in the near future? (Are their current interests changing or in transition?)

- Do you know of or can you recommend any studies that examine, track, or look at youth attitudes, values, and interests? (probe for why these should be looked at and what might be their strengths or liabilities):

- Who else should we speak with regarding youth databases, etc.?

APPENDIX B
Sample of Studies Not Meeting the Criteria for Inclusion
in the Army Market Research Index

APPENDIX B
SAMPLE OF STUDIES NOT MEETING THE CRITERIA FOR INCLUSION IN THE ARMY MARKET RESEARCH INDEX

Study	Topic and Reason for Not Including in the Index
Campaign for Tobacco Free Kids	Accumulated facts on tobacco use, deaths from tobacco, and the tobacco industry advertising campaign Gives insight in to the tobacco industry, not on youth who use tobacco
Merkley Newman Harty	PR and marketing firm Not youth oriented
California Healthy Kids Survey	Youth health and risk behavior; data collection support system for schools A needs assessment, used to assist prevention programs
Catalogue of Youth Health Resources: Adolescent Health Survey Report	Teen health survey Administered in British Columbia, Canada
Canada's National Longitudinal Survey of Children and Youth	Assesses risk factors among children and youth Administered in Canada
Informer-Interactive Research Ltd.	Designs and implements the Youth Monitor, the largest continuous qualitative trends study in the UK
The Religious Life of Young Americans	A report on the spiritual beliefs of teens, published in 1992
VALs; Values and Lifestyles	Examines adult American consumers Not youth based
Baccalaureate & Beyond Longitudinal Study	Information about education and work experiences after completion of a bachelor's degree Began in 1993. Sample used are currently in their mid to late 20s.
Common Core of Data - CCD	Department of Education's annual statistical database on public elementary and secondary education. Information regarding schools and school districts.
National Household Education Survey	Collects information from households on a variety of education-related issues. The most frequently repeated surveys are the Adult Education & Lifelong Learning, Early Childhood Program Participation, and School Readiness.
School Survey on Crime and Safety	Proposes to collect information from school principals on frequency and types of crimes at school, disciplinary actions at school, and descriptions of school policies and programs on crime and safety.
Recent College Graduates Study	Survey conducted from 1976 to 1991, analyzed occupational outcomes and educational experiences of bachelor's and master's degree recipients
High School and Beyond	Longitudinal survey conducted from 1980 to 1992; describes activities of seniors and sophomores through high school, postsecondary school, and into the workplace.
National Education Longitudinal Study of 1988	Began in 1988 with an 8th grade cohort, provides trend data about transition from 8th grade through postsecondary education and transition to labor force. Cohort is currently beyond the target age for recruitment.
Beginning Postsecondary Student Longitudinal Study	Conducted in 1989-90. Longitudinal survey regarding experiences through postsecondary education and transition into the workplace.
Kid Trends Marketing Reports; Kids' Snacks and Prepared Foods	Quantitative study on children's preferred snacks, prepared foods, beverages, and advertising. Conducted by Children's Market Research, Inc., 1999.
Healthy People 2000 and 2010	Report with recommendations regarding health promotion and disease prevention initiatives.

APPENDIX B
SAMPLE OF STUDIES NOT MEETING THE CRITERIA FOR INCLUSION IN THE ARMY MARKET RESEARCH INDEX

Study	Topic and Reason for Not Including in the Index
State Needs Assessment Profiles (SNAP) Database	Online database categorizes information from CSAP's State Needs Assessment contracts; to assist States in prevention initiatives
National Child Abuse and Neglect Data System (NCANDS)	National findings on abused and neglected children reported to Child Protective Services
National Assessment of Educational Progress	Measuring students' progress in a variety of subjects: nces.edu.gov/nationsreportcard